

Historic, Archive Document

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June 3, 1943

RATIONING AND PRICE CAMPAIGNSubjectAssignedStatus

(See last week's report for pending materials. New materials are listed below.)

PUBLICATIONS

| | | |
|--|-----|---------------|
| Campaign handbook on canned milk rationing program. | OPA | In production |
| Campaign handbook on how to get and how to use sugar for home canning | OPA | In production |
| Fact sheet for salesmen calling on farmers (distribution Morton Salt salesmen) | OPA | Being written |

RADIO

| | | |
|---|-------------------------------|---------------|
| Farm Ration Guide: Series of skeleton scripts (or script outlines) for field use on local radio shows. The first script, dealing with farmer who slaughters meat for home consumption, is completed and in clearance. | AAA - Heinen FDA - Millson | Being written |
|---|-------------------------------|---------------|

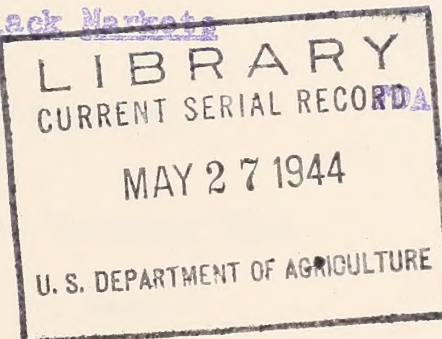
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|---|---------------|--------------|
| Federal Food Reporter | FDA - Hoffman | In clearance |
| "The Homemaker's Best Seller - Ration Book 3" | | |

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| Homemaker's Chat | FDA - Martin | In clearance |
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Price Ceilings, Ration Stamps, and Black Markets

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|------------------------|-------------|----------------|
| Radio Round-Up on Food | FDA - Cohan | Wired to field |
| "Ration News from OPA" | | |

Extra rations for heavy workers
Cheese rationing
Coffee ration increase
Oil for cook stoves
Service men get extra points



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|---|-------------|---------------|
| "New Point Values for Rationed Foods" | FDA - Cohan | Being written |
| "How to fill out Application for Ration Book 3" | FDA - Cohan | Being written |
| "Canned Milk Rationing" | FDA - Cohan | Being written |
| "Why Cold Cuts in Ration Time" | FDA - Cohan | Being written |

| | | |
|---|-------------|---------------|
| Farm and Home Hour | | |
| "Canned Milk Rationing" | OI - DuMars | Being written |
| "How to be Sure to Get War Ration Book 3" | OI - DuMars | Broadcast 6/1 |

FIELD

| | | |
|----------------------------------|-----|---|
| June point value charts on meats | OPA | Being printed and mailed to State War Board offices for distribution to farmers through |
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FARM SUPPLIES AND TRANSPORTATION CAMPAIGN

| <u>Subject</u> | <u>Assigned</u> | <u>Status</u> |
|--|-----------------|---|
| Information kit on machinery, farm supplies and transportation for local use | Lewis | In preparation |
| Conservation of rope and twine | Lewis | In clearance |
| Background piece on substitutes for wood and insulation materials | Thompson | Distributed |
| Background piece on pressure cookers | Thompson | Distributed |
| Fertilizer for fall-sown grains | Lewis | Released June 1 |
| Requisitioning program on farm machinery (press release) | Lewis | Released May 28 |
| Interpretation of farm machinery requisitioning program (radio talk) | Dana Reynolds | CBS--May 29 |
| Distribution control on organic nitrogen materials | Lewis | In clearance |
| War Board Responsibilities re WPB program on "hard-to-get" farm items | Lewis | In preparation |
| Farm machinery mat for OWI series | AAA | In preparation |
| Farm machinery sharing poster | AAA | In printing office |
| Bags for handling west coast grain | Lewis | In preparation |
| Fact sheet on gasoline situation | OPA | distributed to radio commentators, other channels |
| Radio announcements re reasons behind pleasure ban on driving | OPA | To regional men in 12 states |

OVERALL FOOD CAMPAIGN

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|--|--------------------|---------------|
| Intense educational drive beginning in July culminating in Food for Freedom observance in week of Thanksgiving | OWI USDA OPA | Being planned |
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(See last week's round-up for other pending items)

PRODUCTION GOALS CAMPAIGN

| <u>Subject</u> | <u>Assigned</u> | <u>Status</u> |
|---|-----------------|----------------|
| (See last week's round-up for pending items, new items listed below.) | | |
| Timetable of topics to stress June to Dec. | North | Being assigned |
| <u>RADIO</u> | | |
| <u>Farm and Home Hour</u> | | |
| Wallace Kadderly, "Protect Horses from Sleeping Sickness" - June 5. | Burch | In preparation |
| <u>Farm Flashers:</u> | | |
| War Diet for Beef Cattle | Burch | In preparation |
| Fewer Idle Acres | Fox | In clearance |
| Control of Peanut Pests | Reynolds | In clearance |

NUTRITION & FOOD CONSERVATION CAMPAIGN

| | | |
|--|-----------|---------------------|
| Request for material on nutrition from FAMILY CIRCLE | Nichols | Getting it together |
| Radio War Guide for July will be only nutrition - material supplied | OWI | In preparation |
| Plugs on Inplant Feeding for Farm & Home Hour | Perry | Finished |
| "Easy Lys, The Early Morning Whiz" Dramatic skit for High Schools | Van Horn | In clearance |
| "The Go Signal" - Dramatic skit for either high school or club presentation | Clark | In clearance |
| M. L. Wilson on Food Conservation, Consumer Time | Ashman | May 29 |
| "Tomatoes - Red, Ripe, and Good" for Farm & Home Hour - June 5 | Fairfield | In preparation |
| Regular Services: Weekly news service on Inplant Feeding to Labor Press and WPB's Labor News (Perry), Nutrition notes for OWI (Fairfield), for Owens-Illinois (Hoffman), for UP (Rodgers). | | |

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| Campaign Handbook on Food Conservation | OWI-USDA | In preparation |
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ANTI-BLACK MARKETS CAMPAIGN

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|---|--------|-----------------------|
| <u>RADIO</u> | | |
| CBS Country Journal, "The Why of the National Meat Program," by Roy F. Hendrickson | Rowell | Scheduled for June 5 |
| National Farm & Home Hour, "The Why of the National Meat Program," by Roy F. Hendrickson* | Rowell | Scheduled for June 11 |

*You will note the same program scheduled for two different shows. That is not an error --the scripts will be worded differently, but same subject matter will be used.

| <u>Subject</u> | <u>Assigned</u> | <u>Status</u> |
|---|-----------------|----------------------------|
| Homesaker's Chat -- educational piece telling women what black markets are and how to prevent them | Martin (FDA) | Scheduled for June 11 |
| <u>MOTION PICTURES</u> | | |
| Columbia Motion Pictures will make film depicting black markets - (with our cooperation) | OPA, OWI, USDA | In preparation |
| <u>LEAFLET</u> | | |
| "The Farmer Grades His Meat", a practical handbook, with pictures -- intended for distribution to farmers | Cy Briggs, | In preparation |
| <u>VICTORY GARDENS AND HOME FOOD PRESERVATION CAMPAIGN</u> | | |
| <u>Radio</u> | | |
| Victory Garden Program (Blue) - "What to Plant Next" | Heaphill Moore | In preparation for June 7 |
| Farm and Home Hour - "Wartime Food Preservation" | Van Daman | In preparation for June 10 |
| <u>Homesakers' Chats</u> Care of Pressure Canner | Davis | In preparation for June 9 |
| Preserving Vegetables by Brine | Douglass | In clearance |
| Victory Garden Questions & Answers | Douglass | Cleared |
| Food Preservation Questions | Wharton | Cleared |
| Home Canning Arithmetic | Davis | Cleared |
| <u>Special to Flood Regions</u> Flooded Victory Gardens | Douglass | Cleared |
| <u>Farm Flasher</u> Small Farm Food Preservation | Fox | In clearance |
| <u>INS-PA</u> Control of Snails - Slugs | Briggs | In clearance |

| Subject | Assigned | Status |
|---|----------|----------------------------|
| <u>Radio Round-up</u> | | |
| Stretching Canning Sugar over the Canning Season | Cohan | In preparation for June 5 |
| <u>PRESS</u> | | |
| For Consumers' Guide - "Canning in Glass-- Summer of '42" - a story on supply and use of closures | Van Horn | Completed for June Number. |
| <u>Wartime Canning of Fruits and Vegetables.</u> AWI-41. Folder to replace in part PB 1762 | Davis | In press |
| <u>Design for top-of-stove food drier</u> | BENHE | For release June 9 |
| <u>Root vegetables in wartime meals. Revision of folder on "Root Vegetables in Low-Cost Meals."</u> | BENHE | In press |
| <u>Green Vegetables in wartime meals. Revision of old low-cost meal folder.</u> | BENHE | In preparation |
| <u>Market Basket. "Oven Drying."</u> | BENHE | In preparation |
| " " "Canning tomatoes and fruit juices at home." | BENHE | Completed |

FARM LABOR CAMPAIGN

PRESS:

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|--|----------------|------------------------------|
| Story on Farm & Canning Plant Wages | Purdue-Fulghum | Pending |
| Story on methods of handling interstate and foreign labor | Bryan | In preparation |
| Story on prisoner labor | Fulghum | Pending further developments |
| Story on where & when various food crops mature for processing | Herbert OWI | In preparation 5-31 |
| Story on types of food processing industries & importance of each to (a) armed forces, (b) Allies, and (c) civilians - repeat need for workers | Hunt OWI | In preparation 6-6 |
| Photo on canning operations | Stryker OWI | In preparation |
| Rotogravure section to 35 national papers showing safety precautions for new workers on the farm | Beckman | In preparation |
| Layout on Bahaman labor in Florida to NEA | Beckman | Mailed |

RADIO:

| | | |
|--|-------------|----------------|
| Personality Sketch on Florence Hall on Robert St. John's program | Bailey | Pending |
| June 7 - Farm Labor in the Flood States, Kadderly speaking | Fulghum | In preparation |
| June 3 - Farm & Home Hour - Training Farm Workers - Wallace Kadderly | DuMars | In preparation |
| <u>Farm Flasher</u> | | |
| Training Volunteer Workers | Reynolds OI | In preparation |
| Handling New Farm Help | Reynolds OI | In preparation |
| Farm Worker Morale | Reynolds OI | In preparation |

PRINTED - KINEOGRAPHED MATERIAL:

See Report No. 5, May 13, 1943, for pending material.

VISUAL:

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|--|---------|---------------------|
| Recruiting movie for high schools | Wall OI | Completed |
| Documentary Film on city youth on farm, script by D. Thompson, financed by combined State Extension Services | Bennett | In preparation |
| Mats for State extension editor use on insignia, uniform, certificates | Bennett | Order placed |
| Poster, WLA recruiting | Sill | Color copy approved |

MAGAZINES:

| | | |
|---|---------|----------------|
| Article on Women's Land Army for Poultry Tribune | Bailey | In preparation |
| Picture Layout for American Weekly | Wheeler | In preparation |
| " " " Mimicam | Bailey | In preparation |
| " " " The Delphian Society Quarterly | Bailey | In preparation |
| " " " Life (WLA pictures and material | Bailey | In preparation |
| being sent to Dorothy Sterling at request of Bernice Wheeler) | | |
| Series of photographs on Bahaman labor in Florida | Beckman | Mailed |
| to New Horizons, Pan-American Trade Journal | | |

